

Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 RSC-01 /021 W

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P R 310905Z JAN 75

FM AMEMBASSY STOCKHOLM

TO USDOC WASHDC PRIORITY

INFO SECSTATE WASHDC 3836

UNCLAS STOCKHOLM 0534

FOR BIC/OIM/SAD:CEJOHNSON AND MOLLY CLEVELAND

E. O. 11652: N/A

TAGS: BEXP, SW

SUBJECT: COMMERCIALPROGRAM: IN-STORE PROMOTION: NK

REF: 1. JOHNSON/CLEVELAND/STC TELECON, JANUARY 29

2. USDOC 13200; 3. STOCKHOLM 3368; 4. STOCKHOLM 2079;

5. STOCKHOLM 2052

1. IN RESPONSE INQUIRY YOUR TELECON REF 1 PER KALEN OF NK
HAS INFORMEDUS THAT THE IN-STORE PROMOTION APPROVED BY THE
DEPARTMENT PER REFERENCE ONE WILL BE AS FOLLOWS:

A. GOLF AND RELATED EQUIPMENT THEME FOR TWO WEEKS STARTING
MARCH 21ST.

B. BEDDING, TOWELS, SHEETS AND RELATED TEXTILES THEME
STARTING APRIL TH (FIELDCREST SHIP, WE UNDERSTAND WILL
REMAIN OPEN AFTER IN-STORE PROMOTION OF ONE WEEK).

C. MEN'S SHIRTS AND RELATED ACCESSORIES THEME APRIL 7TH
FOR ONE WEEK.

D. OUTDOOR LIFE THEME FOCUSING ON GRILLS, GARDEN AND
"STUGA" FURNPURE; GARDEN EQUIPMENT APRIL 14 FOR TWO WEEKS.

E. THEME OF TRIMMINGS FOR HOME (NOTE KALEN EMPHASIZES
NOT TO BE CONFUSED WITH HOUSEWARES) APRIL 21 FOR TWO WEEKS.

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F. HIGH TECHNOLOGY CONSUMER GOODS (DATA YOUR TELECON
RELAYED ALLEN BEXELIUS VIUKALEN WHO NOTES THAT FORMER
NOW IN COMMUNICATION WITH ROCKWELL INTERNATIONAL AND
COUNTING ON POCKET CALCULATORS, AMONG OTHER PRODUCTS, FOR
THIS THEME TO START APRIL 27TH FOR TWO WEEKS.

G. THEME NOW OPEN PENDING CONFIRMATION ORDERS WHICH APPARENTLY
NOW PROBLEM - ONE WEEK MAY 5TH.

H. LUGGAGE THEME ONE WEEK STARTING MAY 12TH.

I. COSMETICS/BEAUTY (PLANS NOW INCLUDE ESTEE LAUDER;
REVLON AND OTHERS) FOR TWO WEEKS STARTING MAY 26TH.

2. WE HAVE NOT MENTIONED NATURE OF POSSIBLE VIP VISITS AND
SUGGESTED OUR INQUIRY REPLY BY WAY OF FOLLOW UP ON CONTRACT
S-50-FA-377. HOWEVER EMBASSY WOULD APPRECIATE EARLY ADVICE
CONCERNING COMPOSITION OF POSSIBLE VIP AND/OR CODEL VISITS
PER YOUR TELECON. STRAUSSZ-HUPE

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